



Town of Medway  
**DESIGN REVIEW COMMITTEE**  
155 Village Street  
Medway MA 02053  
508-533-3291  
[drc@townofmedway.org](mailto:drc@townofmedway.org)

December 22, 2021

Ms. Debbie Collins  
I.D. Sign Group  
9 Bristol Drive  
South Easton, MA 02375

Dear Ms. Collins,

Thank you for submitting the proposed signage for the “Drive Up & Go” service at the Shaw’s store located in Medway Commons at 65 Main Street to the Medway Design Review Committee (DRC) for review.

Pursuant to the Medway *Zoning Bylaw*, SECTION 7.2 Sign Regulations, this communication serves as the DRC’s review letter regarding the proposed building mounted sign for the storefront/façade at the existing Shaw’s building at 65 Main Street (Medway Commons). Please be advised that this letter does NOT constitute approval of a sign permit. We understand you have already applied for the sign permit. Do not install the sign before obtaining the required permit from the Building Department.

On Monday, December 20<sup>th</sup>, 2021, the DRC met with Jamie Fisher of I.D. Sign Group, Inc. to review the aforementioned proposed façade sign to advertise the store’s “Drive Up & Go” service as well as “No Parking” signage to identify the location of the fire lane next to the entrance to the building. **See Attached.** As the proposed building sign, when combined with the existing signage, exceeds the limit of the number of signs and square footage allowed per the Zoning Bylaw, the applicant sought a variance from the Zoning Board of Appeals which was granted 10-21-21. That decision included a requirement to add the No Parking – Fire Lane signs. Please be advised that any changes or revisions to the signage described below must be submitted to the Zoning Board of Appeals as it relates to the granted variance.

- **Wall/Façade Sign** – 52.25”H x 48”W x 3”D LED Internally Circle Logo with non-lit black lettering below with stand-offs from the face of building. Circle logo is translucent white acrylic with Cardinal Red gem cap logo, backlit with white LED’s.
- **Wall Mounted Sign @ 5 locations on building columns along Fire Lane - (5) 18”x24”**  
White Coated Aluminum with Red vinyl graphics/lettering  
Top Half: “No Parking” white lettering w/red background,  
Bottom Half: “Fire Lane” red lettering w/white background and red edge border.

**Design Review Committee Members**

Matthew Buckley, Member & Chair  
Dan Connolly, Member

Tom Gay, PEDB Representative

Janine Clifford, Member  
Rachel Walsh, Member

Pursuant to the granted variance, the sign shall be mounted centered on the left (facing) gable over the entrance area to the store. The "No Parking" signs shall be mounted in the 5 locations shown to discourage parking in the fire lane.

The Committee offers the following comments/recommendations regarding the proposed sign:

- Ensure LED lighting CCT is a "warm white" 27-30K and consistent with color temp at the rest of the shopping plaza. Consider providing on timer/controls to illuminate during dark hours and off controls when business is closed.

Please feel free contact the Medway Planning and Economic Development office at 508-533-3291 if you would like to schedule another appointment with the DRC.

The DRC's goal is to enhance the identification value of business signs in Medway. We seek to help Medway businesses and organizations develop their signs as long-term investments, designed for sound readability with appropriate graphics and materials in a manner that suits budgetary constraints and enhances our community's appearance and appeal.

Thank you for your time. We are pleased to see the commitment of consistency of signage at this development to further improve the aesthetic of the existing shopping plaza.

Sincerely,



Matthew J. Buckley  
Chair

cc: Jack Mee, Medway Building Commissioner  
Rindo Barese, Medway Building Department  
Ericka Robertson, Medway Building Department  
Kelly O'Brien, Medway Building Department

Client:  
SHAWS SUPERMARKET

WIP # : 02-24824

Sales: HOUSE

Designer: LIESL

**MATERIALS**

A: 3/16" 2447 TRANSLUCENT  
WHITE ACRYLIC  
B: 1/4" CLEAR ACRYLIC  
C: TRANSLUCENT VINYL  
D: RED GEM CAP  
E: .040" COILSTOCK RETURNS  
F: 1/8" ALUPANEL BACKERS  
G: WHITE LEDS

**COLORS / FINISHES**

ARLON 253 CARDINAL RED  
 WHITE  
 MP BLACK

**PRODUCTION NOTES**

FLUSH MOUNT TO BUILDING  
CAPSULE MOUNTED TO BUILDING  
MECHANICAL FASTENED BLUE SCREWS

LETTERS MOUNTED TO BUILDING  
WITH PADS AND STAINLESS  
10/24 STUDS

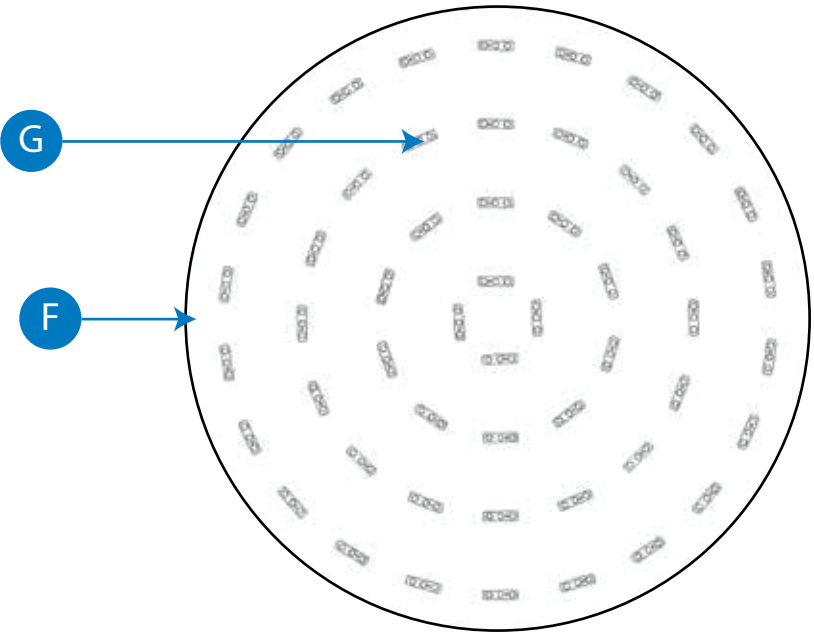
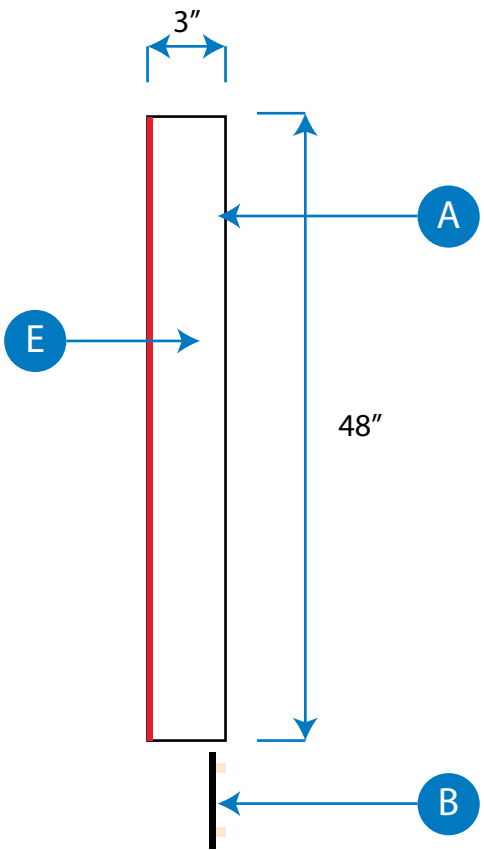
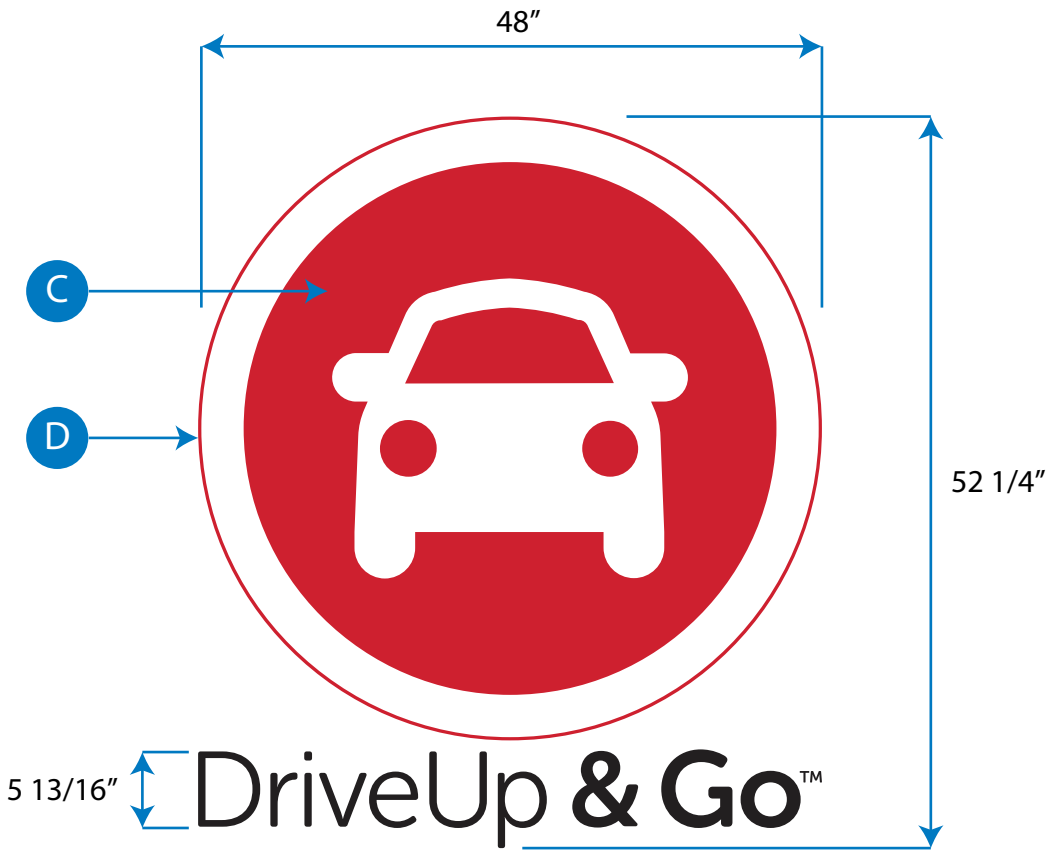
**INSTALL NOTES**

CAPSULE FLUSH MOUNTED  
TO BUILDING.

LETTERS MOUNTED WITH PADS AND  
10/24 STUDS

**PROOF REVISIONS**

SENT: 2/16/21  
REV 1:  
REV 2:  
REV 3:



**CLIENT APPROVAL**

SIGNATURE

DATE



EXISTING CONDITION



VIRTUAL ELEVATION (APPROX SCALE)

Client:  
SHAWS SUPERMARKET

WIP # : 02-24824

Sales: HOUSE

Designer: JACK

**MATERIALS**

A: HP VINYL  
B: .080" WHITE ALUMINUM

**COLORS / FINISHES**

 HP RED

**PRODUCTION NOTES**

FIRST SURFACE

**INSTALL NOTES**

INSTALLED ONTO BRICK  
COLUMNS

**PROOF REVISIONS**

ISSUED: 10-20-21



**CLIENT APPROVAL**

SIGNATURE

DATE



**EXISTING CONDITION**



**VIRTUAL ELEVATION (APPROX SCALE)**